

# **Strategic Dissemination at the National Cancer Institute**

## **Goals, Objectives, & Strategies**

**Presentation to the National Cancer Advisory Board**

**December, 2003**



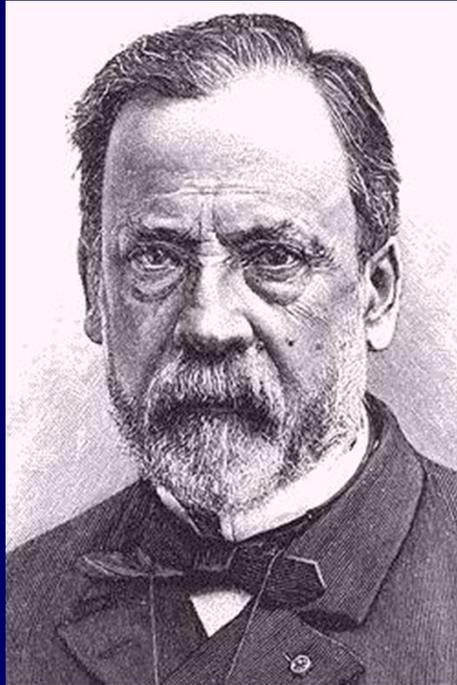
# **Dissemination defined:**

**An active process through which target groups are made aware of, receive, accept and use information and other interventions.**

**Jon Kerner, DCCPS, NCI**

# **We've Been Talking About Dissemination For a Very Long Time**

- In 1937, when NCI was first authorized, Congress mandated that "NCI promote the useful application of research results."**
- In 1971, the National Cancer Act requires NCI "to ensure more rapid and effective communication of research results to medical practitioners and, as appropriate, to the general public..."**
- In 1976, NIH Director Don Fredrickson, addressed "the need to accelerate the transfer of new technology across the interface between the biomedical community and the health care community."**



***“To (them) who devote  
(their) life to science,  
nothing can give more  
happiness than increasing  
the number of discoveries,  
but (their) cup of joy is full  
when the results of (their)  
studies immediately find  
practical applications.”***

***~Louis Pasteur***

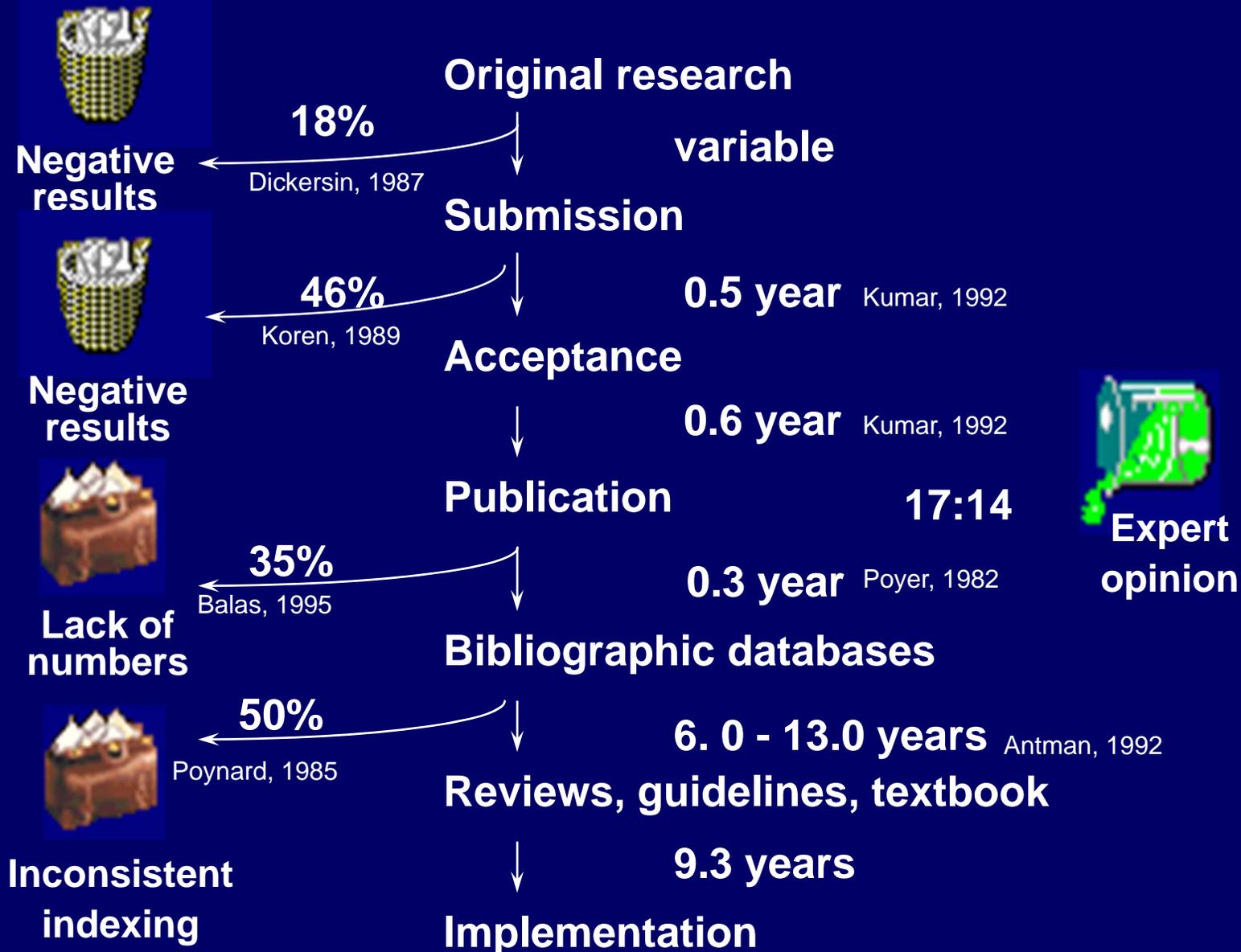
**The goal of dissemination  
is to turn knowledge  
into applications  
that benefit people.**

**Jon Kerner**

**Turning knowledge into applications that benefit people...**

**“Our goal at NCI is to eliminate suffering and death due to cancer.”**

**Andrew von Eschenbach**



It takes 17 years to turn 14 per cent of original research to the benefit of patient care

# DCCPS Models for Dissemination:

- **Knowledge synthesis models**

- e.g., Knowledge Transfer Teams

- **Grant support models**

- e.g., administrative supplements

- **Partnership models**

- e.g., State cancer plans, Cancer Control PLANET, *Body & Soul Program*

# Internal partners in the dissemination process:

## ▶ Office of the Director

- ▶ Center for Strategic Dissemination
  - Office of Education and Special Initiatives
- ▶ Office of Communication
- ▶ Office of Liaison Activities
- ▶ Office of Science Planning and Assessment

## ▶ Division of Cancer Control & Population Sciences

- ▶ *Translating Research into Improved Outcomes* Program
- ▶ Health Communication & Informatics Research Branch

## ▶ Center to Reduce Cancer Health Disparities

## ▶ Other Divisions and Centers

To “turn knowledge into applications that benefit people,” we must:

- ▶ **discover** the knowledge and **develop** the applications that have the most value to people and organizations in diverse real-world settings.
- ▶ **deliver** these applications to the people and organizations who can benefit from them.

# **Our objectives for dissemination:**

- 1. To harmonize and better integrate the various aspects of dissemination at NCI.**
- 2. To better understand the perceived needs of people (i.e., priority audiences) and organizations, and to use these insights to shape NCI's program development efforts and dissemination strategies.**
- 3. To make people and organizations aware of NCI's information and applications that have value for them.**
- 4. To enable people and organizations to make informed cancer-related decisions.**
- 5. To persuade and enable people and organizations to adopt evidence-based approaches that will help reduce the risk and burden of cancer.**

# An overarching consideration:

- ▶ Our dissemination activities must decrease cancer disparities
  - ▶ Unless the reduction of cancer disparities is a prominent consideration in dissemination planning, a common unintended consequence is an increase in disparities.

# Our dissemination strategies:

## 1. We will inform our efforts with extramural and in-house research:

- ▶▶ on priority audiences (to ensure we understand their information and resource needs)
- ▶▶ on program design (to ensure an application's maximum value to its intended audiences)
- ▶▶ on delivery options (to ensure we know how best to reach our audiences with applications)
- ▶▶ on market conditions (so we can identify gaps in information and applications that NCI should fill)
- ▶▶ on the usability of our products and services
- ▶▶ on our effectiveness in accomplishing our objectives (i.e., evaluation)

# Our dissemination strategies:

**2. In collaboration with program development staff, we will plan for dissemination pro-actively through program design**

▶ e.g., NCI program directors, grantees and other partners

**3. We will identify evidence-based applications or, as necessary, develop “best practice” applications, and distribute them as appropriate**

▶ e.g., information systems, educational materials, interventions

# Our dissemination strategies:

## **4. We will actively cultivate partnerships to expand our distribution channels and leverage our impact**

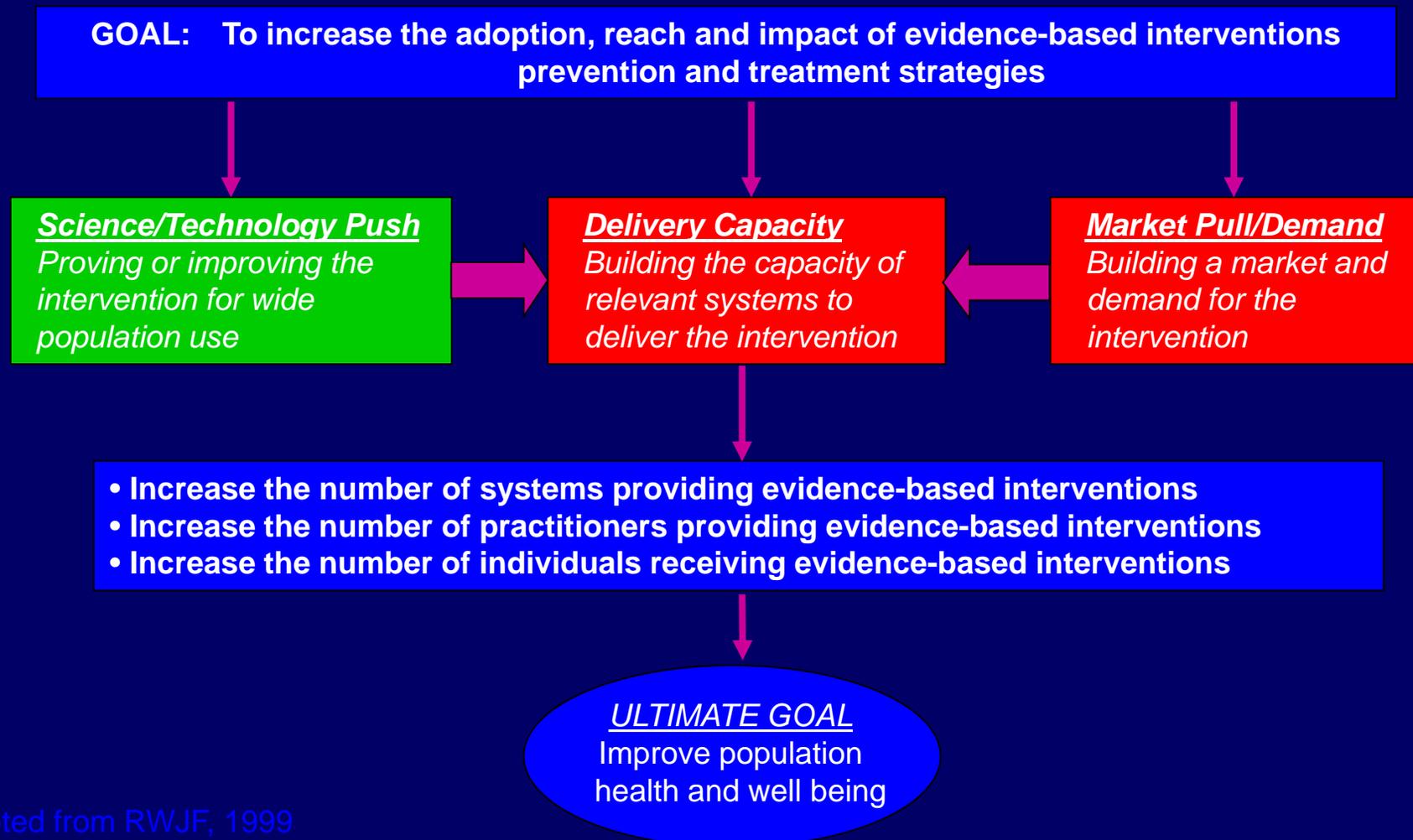
- ▶ e.g., professional societies, advocacy groups, non-profit organizations, industry

## **5. We will promote our applications aggressively through mass media and targeted channels:**

- ▶ e.g., media relations, web marketing, conferences, entertainment media outreach

# A SYNERGISTIC MODEL

## Getting Evidence-Based Interventions Into Practice: Roadmaps for the Next Frontier



# Center for Strategic Dissemination

## **Aim:**

- ▶ Assist Divisions & Centers in enhancing the dissemination potential of their applications

## **Proposed Initial Structure:**

- ▶ Operations Research Office
  - Marketing research, usability research, evaluation
- ▶ Office of Education & Special Initiatives
  - Cancer Education Branch
  - Professional Knowledge Transfer & Research Branch
- ▶ Office of the Director
  - Energy Balance Promotion Initiative

# Our internal partners in the dissemination process:

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- ▶▶ Office of Liaison Activities
- ▶▶ Office of Science Planning and Assessment

- ▶ **Division of Cancer Control & Population Sciences**

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- ▶ **Other Divisions and Centers**

